

woodford folk festival 18/19



Advertising Artwork & Material

Press quality, high resolution PDF is the preferred format for artwork.

- Advertising rates are not inclusive of graphic design. Payment is for placement only.
- All artwork must be supplied in digital format (TIF, EPS, PSD, JPEG or PDF).
- All material must be press ready.
- All fonts must be embedded (do not use True Type).
- Colours in all artwork must be CMYK (no spot colour).
- Minimum 300 DPI resolution.
- We do not accept film.
- Programmes are perfect bound.
- Please supply artwork via email or dropbox (or similar).
- Material can be supplied via email to ellen@woodfordia.com.

The Woodford Folk Festival is a world leader in festivals and cultural events, Queensland's premier festival and winner of the Major Event category at the Australian Tourism Awards 2015. The annual event from 27th December to 1st of January attracts visitors from around Australia and the world for six days of music, theatre, dance, film, arts and cultural activities. With over 460 performance groups, 2,500 individual performers, 35 venues and 17 hours of entertainment daily, Woodford Folk Festival is the largest outdoor festival in Australia.

Advertising Booking

Ellen Stanfield
Woodfordia Inc
[e. ellen@woodfordia.com](mailto:ellen@woodfordia.com)
p. (07) 5496 1066
f. (07) 5496 3196
PMB 2, Woodford Q 4514

Woodford Folk Festival Attendance and Expenditure

- Aggregate attendance at the 2017/2018 festival was 111,000.
- The festival enjoys a consistently high repeat visitation rate of 69%.
- Last year, about a third of our visitors lived in households with a higher income than the national average, and around the same number held positions in a Professional occupation group.
- The estimated gross expenditure generated at Woodford Folk Festival 2016/17 was \$10.8m.
- The 2017/18 Woodford Folk Festival generated a total expenditure impact of \$26.99m in Queensland.

Publications - Programme Booklets and Day Guide

- The Woodford Folk Festival Programme Booklet and Day Guide are high quality, full-colour productions which are purchased by festival patrons and kept as mementoes of the festival.
- The Festival Programme is 138 pages, A4 size with a hard copy circulation of 15,000. The online publication receives over 54,000 visits and 3.2 million page turns through Realview.
- The Day Guide is double sided and A1 in size, featuring a festival map and program for each day of the event. The Day Guide acts as a 'go to' document which is referred to regularly by festival patrons. 30,000 copies of the day guide are distributed annually.

Terms and Conditions

- All advertising accounts must be paid in full by payment date (unless prior alternative arrangements have been made).
- Cheques are to be made payable to Woodfordia Inc.
- The publisher reserves the right to insert previously published copy if an advertisement is booked but copy is not received before deadline.
- Unless position has been previously agreed to, the positioning of an advertisement is at the publisher's discretion.
- The publisher reserve the right to reject any advertisement they deem unsuitable for publication.
- Woodfordia Inc will not accept responsibility for the contents of any advertisement published.
- Press-ready artwork must be provided to the publisher by the advertiser or their agent. Artwork design is not included in the cost. No proofs will be sent prior to publication.

Advertising Display and Order Form

Woodford Folk Festival Programme *advertisement specifications, order form and display rates*

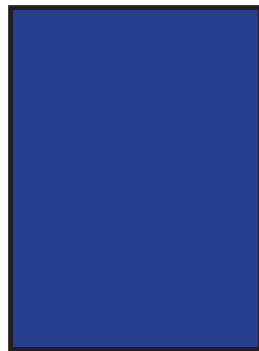
**Publication Release 14th October 2018*

placement	specifications (mm x mm)	bleed (additional)	booking deadline	artwork deadline	bookings (no.)	price	plus GST
back cover	210w x 297h	3ml bleed	23 Aug 18	6 Sept 18		\$4500	\$4950
inside back cover	210w x 297h	3ml bleed	23 Aug 18	6 Sept 18		\$3375	\$3712
full page	210w x 297h	3ml bleed	23 Aug 18	6 Sept 18		\$2310	\$2541
1/2 page horizontal	192w x 140h	no bleed	23 Aug 18	6 Sept 18		\$1155	\$1270
1/2 page vertical	95w x 280h	no bleed	23 Aug 18	6 Sept 18		\$1155	\$1270
1/4 page	95w x 140h	no bleed	23 Aug 18	6 Sept 18		\$600	\$660

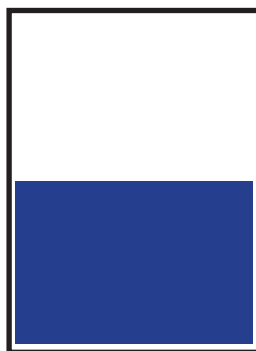
Woodford Folk Festival Day Guide *advertisement specifications, order form and display rates*

placement	specifications (mm x mm)	bleed	booking deadline	artwork deadline	bookings (no.)	price	plus GST
back cover	105w x 297h	3ml bleed	21 Sept 18	5 Oct 18		\$3181	\$3500
full page	105w x 297h	no bleed	21 Sept 18	5 Oct 18		\$1636	\$1800
1/2 page	105w x 148.5h	no bleed	21 Sept 18	5 Oct 18		\$909	\$1000
1/4 page	105w x 74.25h	no bleed	21 Sept 18	5 Oct 18		\$545	\$600

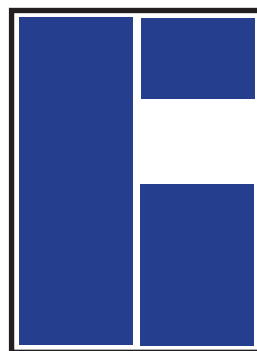
Programme



back cover - \$4500
full page - \$2310
210w x 297h



half page horizontal
\$1155
192w x 140h



1/2 page vertical - \$1155
95w x 280h
1/4 page - \$600
95w x 140h

Day Guide



full page
105w x
297h
\$1636



half page
105w x
148.5h
\$909



1/4 page
105w x
74.25h
\$545

Clients Details

Business Name		
ABN		
Contact Person		
Position		
Phone		
Email Address		
Postal Address		
Town		
State	Postcode	
Advertising requested:		

To book advertising,
please complete this form
and return to:

Ellen Stanfield
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